

Rev.
Added lines.

ORDER

Print Date 10/31/12 11:04:22 Page 1 of 3



Orders
Order / Rev: 36861
Alt Order #: 07914520
Product Desc: BARNES/SS22/D
Estimate: 2481
Flight Dates: 10/30/12 - 11/04/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WTVF

Primary AE: Fran Berg
Sales Office: WADC
Sales Region: National

Agency Name: LUC Media
Buying Contact:
Billing Contact:
 25 Whitlock Place, Suite 201
 Marietta, GA 30064

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Tim Barnes for State Senate
Demographic: A35+
Product Codes: PO03
Priority: P4
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	17	\$6,400.00	\$5,440.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$6,400.00	\$5,440.00	0.00
Totals	17	\$6,400.00	\$5,440.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTVF	38%	\$6,400.00
Market	100%	\$16,842.11

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	62%	\$10,442.11
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVF	11/02/12	11/02/12	M-F 5a-6a	CM	5a-6a	----F--	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
5A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----F--		1		\$300.00		0.00					
2	WTVF	11/01/12	11/01/12		CM	6a-7a	---T---	:30	1	\$525.00	P4	0.00	NM	1	\$525.00

Order / Rev: 36861
 Alt Order #: 07914520
 Flight Dates: 10/30/12 - 11/04/12

Advertiser: Tim Barnes for State Senate
 Product Desc: BARNES/SS22/D
 Estimate: 2481

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6a-7a M-F 6a-7a 6A MORNING REPORT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$525.00 0.00														
3	WTVF	10/31/12	10/31/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a --W----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
7A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$400.00 0.00														
4	WTVF	10/30/12	10/30/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a -T-----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$200.00 0.00														
5	WTVF	11/03/12	11/03/12	Sat AM News 6a-9a Sa 6a-9a	CM	558a-9a -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
SAT 6A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$300.00 0.00														
6	WTVF	11/04/12	11/04/12	Sun AM News 6a-8a Su 6a-8a	CM	558a-8a -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
SUN 6A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$250.00 0.00														
7	WTVF	10/30/12	10/30/12	M-F 9a-10a M-F 9a-10a	CM	858a-10a -T-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$350.00 0.00														
8	WTVF	10/31/12	10/31/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a --W----	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
PRICE RT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$450.00 0.00														
9	WTVF	11/01/12	11/01/12	M-F 11a-1130a M-F 11a-1130a	CM	11a-1130a ---T---	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
TALK OF TOWN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$400.00 0.00														
10	WTVF	11/02/12	11/02/12	M-F 1130a-1230p M-F 1130a-1230p	CM	1130a-1230p ----F--	:30	1	\$375.00	P4	0.00	NM	1	\$375.00
YOUNG & REST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$375.00 0.00														
11	WTVF	10/31/12	10/31/12	M-F 1230p-1p M-F 1230p-1p	CM	1230p-1p --W----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
BOLD & BEAUT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 --W---- 1 \$250.00 0.00														
12	WTVF	10/30/12	10/30/12	M-F 2p-3p M-F 2p-3p (2:00 PM-3:00 PM)	CM	2p-3p -T-----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
LETS DEAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$250.00 0.00														
13	WTVF	11/01/12	11/01/12	M-F 4p-430p M-F 4p-430P	CM	4p-430p ---T---	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$600.00 0.00														
14	WTVF	11/02/12	11/02/12		CM	5p-530p ----F--	:30	1	\$625.00	P4	0.00	NM	1	\$625.00

Order / Rev: 36861
Alt Order #: 07914520
Flight Dates: 10/30/12 - 11/04/12

Advertiser: Tim Barnes for State Senate
Product Desc: BARNES/SS22/D
Estimate: 2481
WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5p-530p										
				M-F 5p-530p										
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1			\$625.00		0.00			
N 15	WTVF	11/02/12	11/04/12	M-F 6a-7a	CM	6a-7a ----F--	:30	1	\$525.00	P4	0.00	NM	1	\$525.00
				M-F 6a-7a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1			\$525.00		0.00			
N 16	WTVF	11/02/12	11/04/12	M-F 7a-8a	CM	7a-8a ----F--	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
				M-F 7a-8a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1			\$400.00		0.00			
N 17	WTVF	11/02/12	11/04/12	M-F 8a-9a	CM	8a-9a ----F--	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				M-F 8a-9a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1			\$200.00		0.00			
												Totals	17	\$6,400.00

Chrissy Luther

From: Berg, Fran <Fran.Berg@EagleTVSales.com>
Sent: Wednesday, October 31, 2012 10:46 AM
To: Chrissy Luther
Cc: Kiley Murphy
Subject: RE: Tim Barnes/LUC Media-7914520

Need you to add folo to my contract 7914520

Fri 6-7a 1x 11/2 525
Fri 7-8a 1x 11/2 400
Fri 8-9a 1x 11/2 200

36861

Additonal 1125
Rev ttl 6400

and this is where the added money was from credit card

Fran

From: Chrissy Luther [<mailto:cluther@newschannel5.com>]
Sent: Wednesday, October 31, 2012 10:28 AM
To: Berg, Fran
Subject: RE: Tim Barnes/LUC Media-cc form

Thanks Fran!

From: Berg, Fran [<mailto:Fran.Berg@EagleTVSales.com>]
Sent: Wednesday, October 31, 2012 9:27 AM
To: Chrissy Luther
Subject: RE: Tim Barnes/LUC Media-cc form

I will call agency to see whats happening

From: Chrissy Luther [<mailto:cluther@newschannel5.com>]
Sent: Wednesday, October 31, 2012 10:26 AM
To: Berg, Fran
Subject: FW: Tim Barnes/LUC Media-cc form
Importance: High

Fran:

Would you mind checking on this? We received the \$4400 new order from you this morning. However, as Kim stated, the payment she received is quite a bit more than that order. Do we apply that payment to this latest order?

From: Kim Leach
Sent: Wednesday, October 31, 2012 9:22 AM
To: Chrissy Luther
Subject: Tim Barnes/LUC Media-cc form

Chrissy – Yesterday we received a credit card authorization from LUC Media for Tim Barnes with the notation “Tim Barnes pre payment 10/30-11/6/12” for \$4,696.25. The order for that timeframe was already paid for back on 10/24. I have not processed the form we received yesterday as I don’t see anything it pertains to. It sounds like with the new order you recently received this would wayyyyy over pay it.

Can you contact Fran about this please? I don’t know what to do with this credit card form... charge, not charge. Help!

Thanks.

~Kim

Rep Order# 7914520 Ver# 1 Status New
EC'd Yes

Traffic Order# 36861
Showing Buylines: All Lines

Printed: 10/22/2012 10:33 AM
Last Received: 10/22/2012 10:23 AM

Station WTVF-TV NASHVILLE TN
Advertiser () BARNES, TIM
Product BARNES/SS22/D
Estimate# 2481
Buyer AMY MULLS
Phone#
Fax#

Agency () LUC MEDIA
25 WHITELOCK PLACE, SUITE 201
MARLETTA, GA 30064
Agency C/P1/P2/E //2481
Flight Dates 10/30/2012 - 11/04/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F	5A-6A	5A NEWS	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
	2	TH	6A-7A	6A MORNING REPORT	:30	\$525.00	11/01-11/01	1	1	1	\$525.00	
	3	W	7A-8A	7A NEWS	:30	\$400.00	10/31-10/31	1	1	1	\$400.00	
	4	TU	8A-9A	EARLY SHOW	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
	5	SA	6A-9A	SAT 6A NEWS	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	6	SU	6A-8A	SUN 6A NEWS	:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
	7	TU	9A-10A	RACHEL RAY	:30	\$350.00	10/30-10/30	1	1	1	\$350.00	
	8	W	10A-11A	PRICE RT	:30	\$450.00	10/31-10/31	1	1	1	\$450.00	
	9	TH	11A-1125A	TALK OF TOWN	:30	\$400.00	11/01-11/01	1	1	1	\$400.00	
	10	F	1127A-1230P	YOUNG & REST	:30	\$375.00	11/02-11/02	1	1	1	\$375.00	
	11	W	1230P-1P	BOLD & BEAUT	:30	\$250.00	10/31-10/31	1	1	1	\$250.00	
	12	TU	2P-3P	LETS DEAL	:30	\$250.00	10/30-10/30	1	1	1	\$250.00	

Rep Order# 7914520 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/22/2012 10:33 AM
Last Received: 10/22/2012 10:23 AM
Showing Buylines: All Lines

2 of 2

Station WTVF-TV NASHVILLE TN
Advertiser () BARNES, TIM
Product BARNES/SS22/D
Estimate# 2481
Buyer AMY MILLS
Phone#
Fax#

Agency () LUC MEDIA
25 WHITLOCK PLACE, SUITE 201
MARLETTA, GA 30064
Agency C/P1/P2/E //2481
Flight Dates 10/30/2012 - 11/04/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	TH	4P-430P	4P NEWS	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
	14	F	5P-530P	5P NEWS	:30	\$625.00	11/02-11/02	1	1	1	\$625.00	

---REPORT TOTALS---

Report Totals: 14 / \$5,275.00

---SALES MONTHLY TOTALS---

Nov 12: 14 / \$5,275.00

Sales Totals: 14 / \$5,275.00

Station Totals: 14 / \$5,275.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$13,882

CABL	0%	CBIA	0%	CBIB	0%	INTA	0%	NCFP	0%
UNKN	62%	WKRN	0%	WNAB	0%	WSMV	0%	WTVF	38%
WUXP	0%	WZTV	0%						

Books null
Demos RA35+